

#BeTheChoice

*Clarkston High School Campaign Against Drinking
and Driving
S4SD*

The Campaign

The goal of our campaign was to promote safe decisions regarding drinking and driving. We were able to make a difference in our school and community by informing people of consequences related to drinking and driving and how lives are changed by a single choice.

Day 1- Video & Pre-Survey (Wed. Feb.

26)

- Before watching the video all students were asked to take a pre survey to measure their level of prior knowledge.
- The student body was shown a video that dealt with a drinking and driving car accident.
 - <https://www.youtube.com/watch?v=cIiPd4nGiL4>
- After the video we had discussion points for teachers to use during class. They were also given information/facts about drinking and driving to share.

Day 2- MADD Assembly (Thurs. Feb.

- Speakers from MADD Victims Panel of Michigan spoke to our student body and staff.
- We handed out informational pamphlets and keychains.



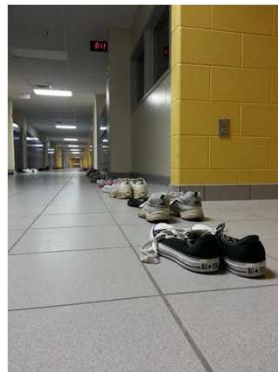


Pictures from the assembly that was held for students and staff at Clarkston High School.

“A Walk to Remember”

(Evening Community Activity 2-27-14)

We held a “walk” around the school for students and community members. The Walk was to honor victims of alcohol related car crashes.



259 shoes were lined up to represent the number of people who died in Michigan in the year 2012 due to alcohol related car crashes.

A driving simulator was set up for the participants to experience what it is like to drink and drive as well as drive distracted. It also showed the consequences of doing so.



There was a banner on which the community members pledged to not drink and drive. An informational table with packets from Ford Driving Skills for Life, Michigan Office of Highway and Safety, and AAA Keys2Drive were a key component of the evening's events.

Day 3- Lunch Activities (Fri. Feb. 28)

We provided a driving simulator during all three lunches for students and staff to experience what it is like to drink and drive.



Ford Driving Skills for Life & AAA Keys2Drive



This is the information table that included facts from the AAA Keys2Drive and Ford Driving Skills for Life. The banner was also available for students and staff to sign during lunch.

Community Outreach



- E-blasts were sent out to the community asking for help collecting the shoes. Collection boxes were placed in each of the district schools, so that everyone could participate in this event.
- The shoes were donated to Lighthouse North and the local Salvation Army after the event.

Media Involvement



We were recognized in The Clarkston News for our project!



The banner that hung in town to inform people about the walk we were hosting.

Evaluation of Goals

- A follow up of the 8 question pre test was given.
- The post event surveys showed an increase in knowledge regarding consequences related to drinking and driving and underage drinking.
- Many students, staff, and community members also signed a banner pledging to not drink and drive.